

ABSTRACT OF THE DISCLOSURE

An in-mold label is formed with multiple panels that significantly increase the printable area of the labels. For example, such multi-panel labels can include a base panel and an overlying panel. A pressure-sensitive adhesive layer temporarily bonds the base and overlying panels and a heat-activated adhesive layer permanently bonds the base layer to a wall of the container. The heat-activated adhesive can be activated by exposure to molten material during the molding process. The adhesive characteristics of the pressure-sensitive adhesive are not adversely affected by transmissions of heat from the molten material through the base panel.